

# **Michigan State Police Fire Marshal Division Public Fire Education Program Strategy**

1. Create a “Public Fire Education Advisory Group” to provide input into our program. Consider sending an invitation to apply to all designated public education contacts. In the invitation, ask for an “application” of sorts, telling us what they would bring to the table to assist us in the way of innovation, experience, etc. Review the applications and select the members.
2. Develop a mission statement and vision based on this input. This will serve to guide implementation.
3. Develop a public fire safety education curriculum guide. Include recommendations on types of education, what types of handouts and materials are most effective in dealing with specific problem areas, (such as the residential fire problem), where to obtain such handouts and materials, and suggestions on how to fund the purchase, including local budgets. Include suggestions on how to use local data, comparisons to state and national data, etc., stress the importance of NFIRS reporting as a basis for effective public fire safety education programs. Develop a list of sources for public education materials, including insurance companies, vendors, etc.
4. Develop and present training programs for local fire departments in the delivery of public fire safety education methodology using the public fire safety education curriculum guide. Base the program on information available on the subject from sources such as NFPA 1035, IFSTA, the National Fire Academy, and proven state and local programs. Consider the needs of larger and smaller agencies, limited resources, etc. The training program must include suggestions for creating an environment that encourages the needed cultural change in the fire service. Deliver on a regional basis.

5. Actively pursue a joint fire service conference, with participation from other Michigan fire service organizations, preferably in place of or in conjunction with their annual conferences, with public fire safety education as the theme.
6. Create a “Michigan Public Fire Educator of the Year” award to be given annually by the State Fire Marshal to an outstanding individual.
7. Expand the development and distribution of public service announcements. Go beyond seasonal announcements and make more frequent releases. Make them available to the general public through the web site. Consider videotaped announcements by the State Fire Marshal, including “voice-overs” of footage on specific topics.
8. Acquire, maintain, and promote a well-rounded public fire safety education video loan library.
9. Expand and enhance the NFIRS annual report for Michigan, including more detailed analysis of residential fires. Post more current data on the web site. Consider reports of other states and agencies for ideas.
10. Draw attention to the public fire safety education issue and promote networking by identifying the “public education” contact for individual fire departments in the Fire Service Directory.